

Message Text

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TAGS: BEXP BTRA SZ

SUBJ: COMMERCIAL PROGRAM - FOREIGN BUYER PROGRAM

REF: STATE 45849

1. AS DEPTS OF STATE AND COMMERCE ARE AWARE, BERN CONSIDERS FBP AN EXTREMELY VALUABLE AND PRODUCVTIVE ELEMENT OF OVERALL COMMERCIAL PROGRAM. WE HAVE SENT MANY ORGANIZED FBP GROUPS TO US IN PAST YEARS, AND PROPOSED CCP FOR FY78 ENVISAGES EITHER ORGANIZATION OF FBP GROUP TRIPS TO, OR SPECIAL PROMOTIONS OF ATTENDANCE AT, US FAIRS IN CONNECTION WITH 10 SEPARATE CAMPAIGNS AND OTHER SPECIAL POST EFFORTS (OSPE).

2. WE ALSO MAKE FREQUENT USE OF USDOC/FBP STAFF ASSISTANCE IN IDENTIFYING APPROPRIATE CONTACTS AMONG US FIRMS, AND OFTEN ARRANGING APPOINTMENTS, FOR SWISS TRAVELLING TO US ON PRIVATE INDIVIDUAL BASIS. FBP STAFF ASSISTANCE ON SUBJ ACASE HAS BEEN EXCELLENT, BOTH AS TO SPEED AND SUBSTANCE OF RESPONSE.

OUR SWISS BUSINESS CONTACTS ARE MOST GRATEFUL FOR SUCH HELP, AND WE ARE CONVINCED THAT QUALITY OF THIS SERVICE BOTH REINFORCES CONTACT WITH PERSONS CONCERNED AND ALSO CONTRIBUTES TO EMBASSY AND CONGEN REPUTATIONS THROUGHOUT BUSINESS COMMUNITY AS SOURCES OF SWISFT, RELIABLE RESPONSES

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TO SERIOUS TRADE INQUIRIES.

3. PRECISE MEASUREMENT OF LOSS OF US SALES TO SWITZERLAND THAT WOULD RESULT FROM REDUCED FBP SERVICES IS IMPOSSIBLE, BUT LOSS WOULD CERTAINLY BE SIGNIFICANT. AS WITH MANY OTHER PROGRAMS, RESULTS ARE NOT ALL IMMEDIATE, BUT FOLLOW OVER COURSE OF MONTHS OR YEARS,

WHICH RENDERS EXACT MEASUREMENT EVEN MORE DIFFICULT.

OTHER ELEMENTS OF USG DOMESTIC AND OVERSEAS TRADE PROMOTION PROGRAM ARE VALUABLE AND EFFECTIVE, BUT NONE CAN TAKE PLACE OF FBP. TO CONTINUE OTHER PROGRAMS AIMED AT CREATING INTEREST IN US MARKET AND AT SAME TIME CURTAILING FBP SERVICES AVAILABLE TO FOREIGN VISITORS WOULD IN OUR VIEW BE ANALOGOUS TO A BUSINESS FIRM'S SPENDING LARGE SUMS ON ADVERTISING AND THEN CLOSING ITS DOORS TO CUSTOMERS.

4. WE ARE OFTEN REMINDED BY OUR CONTACTS, AND ALSO HEAR THROUGH OTHER CHANNELS, THAT PROGRAMS EQUIVALENT TO THE FBP ARE OFFERED BY A NUMBER OF OUR CHIEF COMPETITOR NATIONS (EG., BELGIUM, FRANCE, UK), OFTEN INCLUDING SUBSIDIZED TRAVEL AND OTHER SERVICES TO FOREIGN BUSINESSMEN WELL BEYOND WHAT US OFFERS. WE HAVE NO EXACT INFO OR STATISTICS ON SUCH PROGRAMS, BUT DEPT MAY WISH OBTAIN COMMENTS OF POSTS IN OTHER COUNTRIES OFFERING FBP SERVICES. SUTY IN 1976 OF COMPETITOR NATION EXPORT PROGRAMS MAY ALSO CONTAIN INFO THIS SUBJ.

5. THE COORDINATION AND SUPPORT SERVICES PROVIDED BY FBP STAFF ARE ESSENTIAL TO THE CONTINUING SUCCESS OF FBP TRIPS AND INDIVIDUAL ASSISTANCE ARRANGEMENTS OFFERED THE FOREIGN BUSINESS COMMUNITY. RATHER THAN BE REDUCED, THE FBP STAFF SHOULD BE HEAVILY AUGMENTED, SO THAT RESULTS OF EFFORTS BY PARTICIPATING OVERSEAS POSTS IN STIMULATING BUYER TRAVEL TO US CAN BE UNCLASSIFIED

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